

Request for Quote (RFQ) NNL15559604Q  
Cover Letter/Quote Preparation Instructions

Project Title: Organizational Ethnographer for Convergent Aeronautics Solutions (CAS)  
Directed Design Team

1. Intent: NASA Langley Research Center (LaRC) intends to award a purchase order to the vendor whose quote the government determines best represents the “Best Value” using the selection criteria stated in Paragraph 13 below.

2. Applicable NAISC Code 541720 Services include:

Consulting Services – Services may include providing expert advice, assistance, guidance or counseling in support of agencies’ mission oriented business functions, as follows: management or strategy consulting; program planning, audits and evaluations; studies, analyses, scenarios, and reports relating to mission-oriented business programs or initiatives, such as defense studies, tabletop exercises or scenario simulations; education studies, regulatory studies, economic studies, and preparedness studies; executive/management coaching services; policy and regulatory development and review; and advisory and assistance services in accordance with FAR 37.203(b).

Facilitation Services – Includes facilitation and related decision support services for agencies engaged in collaboration efforts, working groups, or integrated product, process, or self-directed teams. Services covered are: defining, refining, and resolving disputes, disagreements, and divergent views, excluding EEO disputes; leading large and small group briefings and discussions; recording discussion content and enabling focused decision-making; stakeholder debriefings; preparing and providing draft and final reports relating to the facilitated issues.

3. Purchase Order Terms and Conditions: NASA terms and conditions will apply. See attached NASA Terms and Conditions
4. Statement of Work: The PO Statement of Work (SOW) is provided as Attachment 1.
5. Basis of Award: NASA LaRC will award purchase order on a “Best Value” basis. Refer to Paragraph 13 below for selection criteria.
6. Identifying Labor Categories: See Paragraph 8, subsection 3.
7. Quote format: The quote shall be submitted in 3 parts: Technical, Past Performance, and Price.
  - a. Technical Merit – The vendor’s proposed technical plan shall include:

- (1) Proposed Plan for ethnographic research and related methodologies—Vendor shall develop a plan that describes the approach to ethnographic research including data collection methods, sampling and data analysis.
  - (a) Define recommended research methodology and rationale for using this methodology.
  - (b) Include a synopsis of each specific method incorporated into the methodology and describe how each method will be implemented in the context of this study.
  - (c) Describe a proposed timeline and recommended hours including the duration and content of key individual tasks and a rationale for the timeline and tasks suggested.
- (2) Proposed Plan for training, coaching, and facilitating the NASA team and managing the effort – Vendor shall develop a plan for how they will work with NASA team.
  - (a) Define how the training, coaching, and facilitation will be accomplished and the rationale for these approaches.
  - (b) Include a synopsis of each approach and the recommended hours or timeline
- (3) Experience, expertise and qualifications of researcher(s). Vendors shall submit resumes for each consultant that the government will use to evaluate proposed personnel experience, expertise and qualifications. Credentials of consultants will be evaluated on knowledge and application of ethnography, the number of years, depth, and diversity of experience; formal training; skill and methods of organizational problem diagnoses; ability to achieve and communicate results; and familiarity and experience with Industry and Government requirements and engineering organizations.

b. Past Performance

Vendors shall select three customers for whom it has performed services or delivered products in the last three (3) years that are similar in size, scope, and complexity to the requirements of the RFQ. The vendor shall provide each of these customers a Past Performance Questionnaire (Attachment 2) for completion and submission to the Contract Specialist for this solicitation. The questionnaires shall be submitted with the vendor's proposal. Attachment 2

c. Price Quotations: The price quotation shall include:

- (1) Table providing the proposal rate for each labor category
- (2) Relevant G&A, Overhead, and travel fees
- (3) Payment Terms plus any rate discounts that will apply
- (4) Invoicing schedule

8. Request for Quote Due Date: Quotes are due by COB, 09/10/2015
9. Questions Due: Questions are due not later than 09/08/2015. All questions shall be submitted via email. To ensure a prompt response, enter the following text in the "Subject" line of the email: RFQ# NNL15559604Q Questions.  
Email the questions to: Delores Powell, delores.j.powell@nasa.gov
10. Submitting Quotes: All questions shall be submitted no later than 09/08/2015 via email to Delores Powell @ delores.j.powell@nasa.gov.
11. Amendments/Questions&Answers: All vendors are responsible for monitoring the FEDBIZOPPS website for downloading any amendments or questions and answers and acknowledge receipt of amendments in their quote.
12. Selection Criteria: Selection and award will be made to the vendor whose offer will be most advantageous to the Government (See FAR 2.101 Best Value), with consideration given to the factors of technical merit, price and past performance.
  - a. Technical Merit – The vendors' proposed technical plan will be evaluated based upon the following criteria, which are considered to be equal in importance:
    - (1) Proposed Plan for ethnographic research and related methodologies–  
Vendor shall develop a plan that describes the approach to ethnographic research including data collection methods, sampling and data analysis.
      - (a) Define recommended research methodology and rationale for using this methodology.
      - (b) Include a synopsis of each specific method incorporated into the methodology and describe how each method will be implemented in the context of this study.
      - (c) Describe a proposed timeline and recommended hours including the duration and content of key individual tasks and a rationale for the timeline and tasks suggested.
    - (2) Proposed Plan for training, coaching, and facilitating the NASA team and managing the effort – Vendor shall develop a plan for how they will work with NASA team.
      - (a) Define how the training, coaching, and facilitation will be accomplished and the rationale for these approaches.
      - (b) Include a synopsis of each approach and the recommended hours or timeline
    - (3) Experience, expertise and qualifications of researcher(s). All vendors shall submit resumes for each consultant that the government will use to evaluate proposed personnel experience, expertise and qualifications. Credentials of consultants will be evaluated on knowledge and

application of ethnography, the number of years, depth, and diversity of experience; formal training; skill and methods of organizational problem diagnoses; ability to achieve and communicate results; and familiarity and experience with Industry and Government requirements and engineering organizations.

b. Past Performance

All vendors' previous experience shall be evaluated in regards to how well those services in the last three (3) years that were similar in size, scope, and complexity to this requirement were performed that were submitted on customer questionnaires (Attachment 2).

- c. Price Quotations: Price for the Purchase Order will be evaluated based upon the recommended labor categories as well as the calculated cost for travel and other indirect costs for each labor category proposed.